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The Navy Yard Signage Plan

Charlestown, Massachusetts

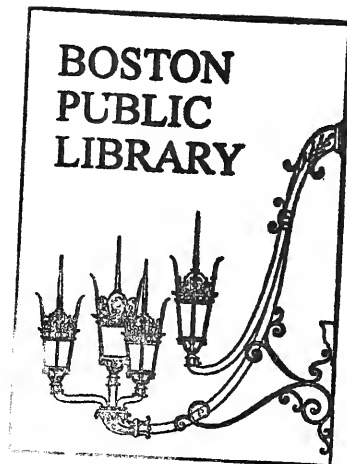
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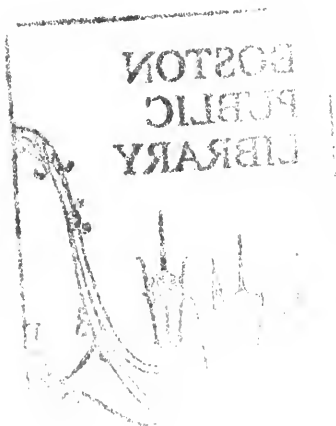
DRAFT

For Discussion Only

***Design
Recommendations******Draft Submittal***

October 4, 1989

**Krent Paffett
Associates, Inc.**711 Atlantic Avenue
Boston, MassachusettsO 2 1 1 1
617 • 451 • 6301



The Navy Yard Signage Plan

Charlestown, Massachusetts

Introduction

October 4, 1989

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Introduction

This draft report is presented to the Boston Redevelopment Authority for schematic design of the Charlestown Navy Yard signage plan, October 5, 1989.

Krent/Paffett Associates, Inc. has created three appropriate and distinct visual identifiers for the Navy Yard. Each design will successfully adapt to application on all types of signage: print, banners, and other communication media .

The design guidelines and preliminary recommendations presented here are intended to:

- 1) maintain the Navy Yard's historic, maritime character;
- 2) reinforce existing systems of building identification; and
- 3) propose an appropriate graphic system to orient the visitor, optimize traffic circulation, and create a sense of unity and place.

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Charlestown, Massachusetts

Design Recommendations

October 4, 1989

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Identifier

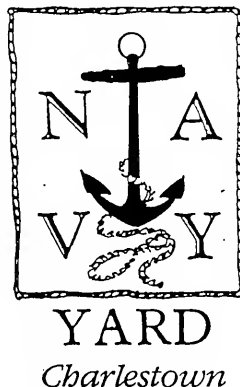
Version 1 employs the immediate public perception of the Navy and things nautical by utilizing an anchor as the essential visual. The anchor, surrounded by the word, "NAVY," becomes an image/insignia. Rope, an integral part of this design, is a desirable association given the part the Navy Yard historically played in manufacturing. The rope is graphically decorative and becomes a visual "container" for this image. This identity maintains the integrity and historic importance of the Navy Yard, both as a place in time, and as an ongoing experience. Depending on the specific application, "Charlestown" can be included or eliminated and the graphic identity is still dominantly maintained as the Navy Yard. If the final decision is to replace "Charlestown" with "Boston," this change can be made using typography only.

Description

To be used alone as an official marker or with wayfinding and information signing throughout the site.

Materials

Reflective surface material over aluminum sign blank backed with medium density outdoor exterior sign plywood. Alternative is porcelain enamel panel with medium density outdoor exterior plywood backing.





YARD
Charlestown

The Navy Yard Signage Plan
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Identifier

Version 2 visually investigates the strategies of the Navy Yard as a place of industrial manufacturing. The typeface, Machine, creates a bold type pattern, with two-dimensional lines of type unifying as one graphic visual statement - NAVY YARD. This version has strong distance recognition.

The words become the symbol, with the anchor adding pictorial reinforcement. The word "Charlestown," set in italic type, creates a pattern evoking waves. The identifier may be presented with or without "Charlestown" or substituted typographically with "Boston."

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Charlestown

**NAVY
YARD**

Charlestown

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**NAVY
YARD**
Charlestown

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Identifier

Version 3 develops a more literal image of the Navy Yard intergrating a World War II vintage ship - the waterline is described by the typography and the resulting overlap becomes an abstract of camouflage used at the time.

This identifier is a horizontal mark and can be a smaller element in a stacked set of information or wayfinding components.

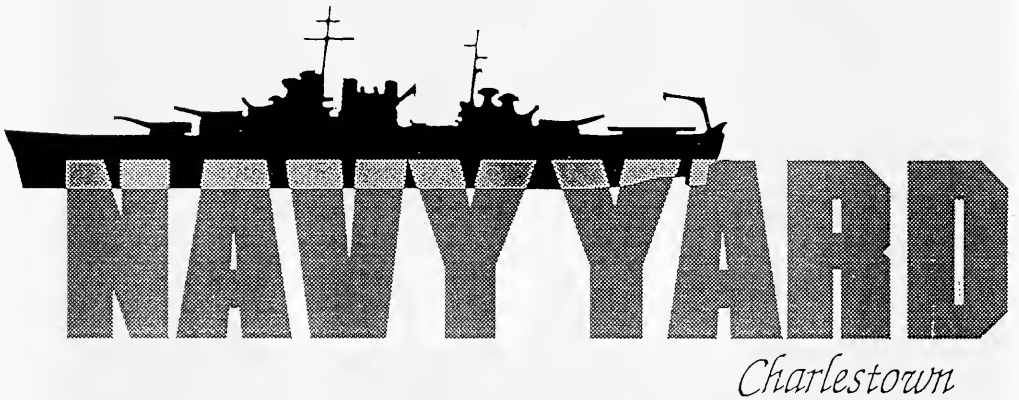
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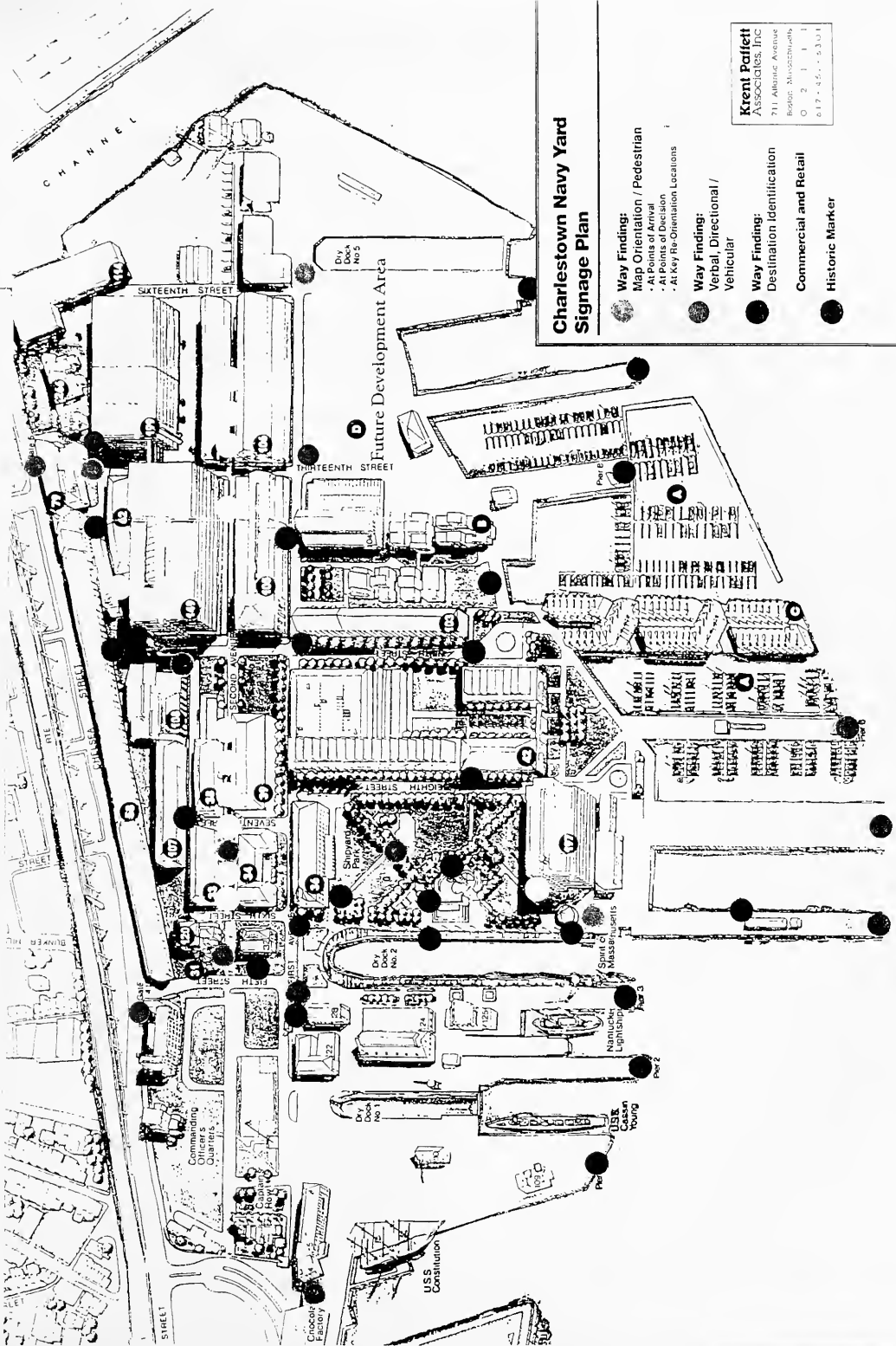
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Charlestown Navy Yard Signage Plan

- **Way Finding:**
Map Orientation / Pedestrian
 • At Points of Arrival
 • At Points of Decision
 • At Key Re-Orientation Locations
 - **Way Finding:**
Verbal, Directional /
Vehicular
 - **Way Finding:**
Destination Identification
 - **Commercial and Retail**
 - **Historic Marker**

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Gateway Signing, Vehicular Wayfinding (includes parking signage)

Visitor information and directional signs will stack vertically, consistent in width, keeping the attached vertical units to a maximum of three, one unit being the Navy Yard identifier.

We have chosen and recommend clean, highly legible sans-serif type with letter spacing deliberately open to maintain a "period" influence. Always use white or light grey typography on a dark background.

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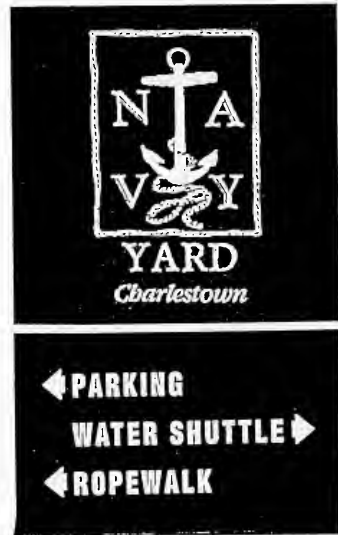
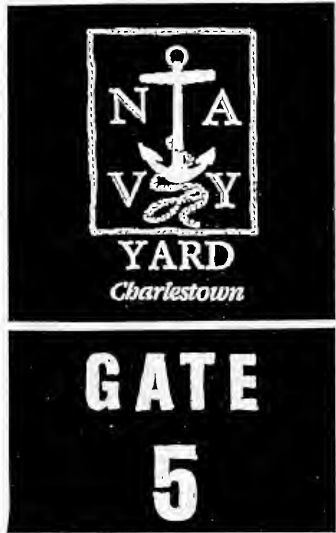
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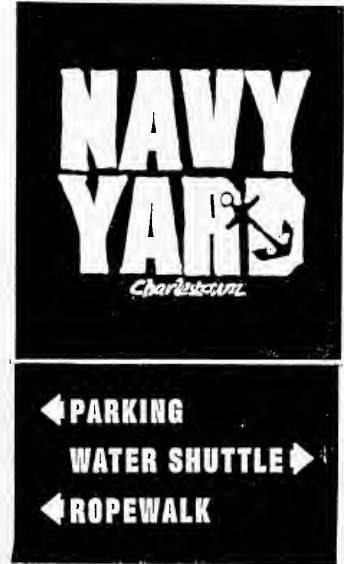
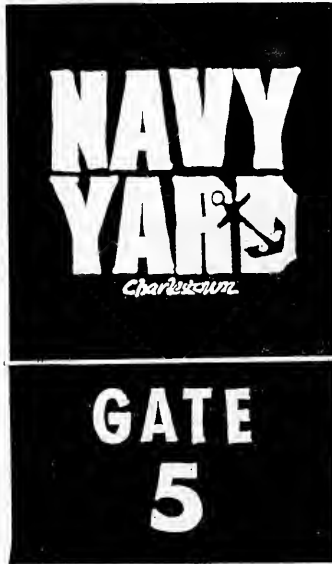


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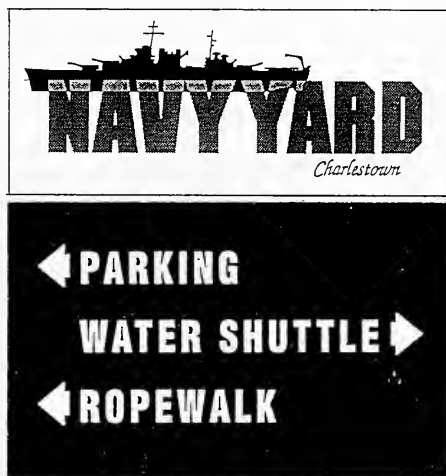
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Map and Information Displays/ Wayfinding

Kiosk panels with identifiers and "YOU ARE HERE" information maps should be erected at points of arrival, points of decision, and at key re-orientation locations throughout the yard (see map with recommended signage locations).

Description

Two-sided porcelain enameled identifiers and information maps with all significant destinations and features delineated. All freestanding and oriented in clear sight lines. A tube structure related to the existing standard lighting fixtures and historic markers supports these panels. Adjacent ambient lighting should be provided.

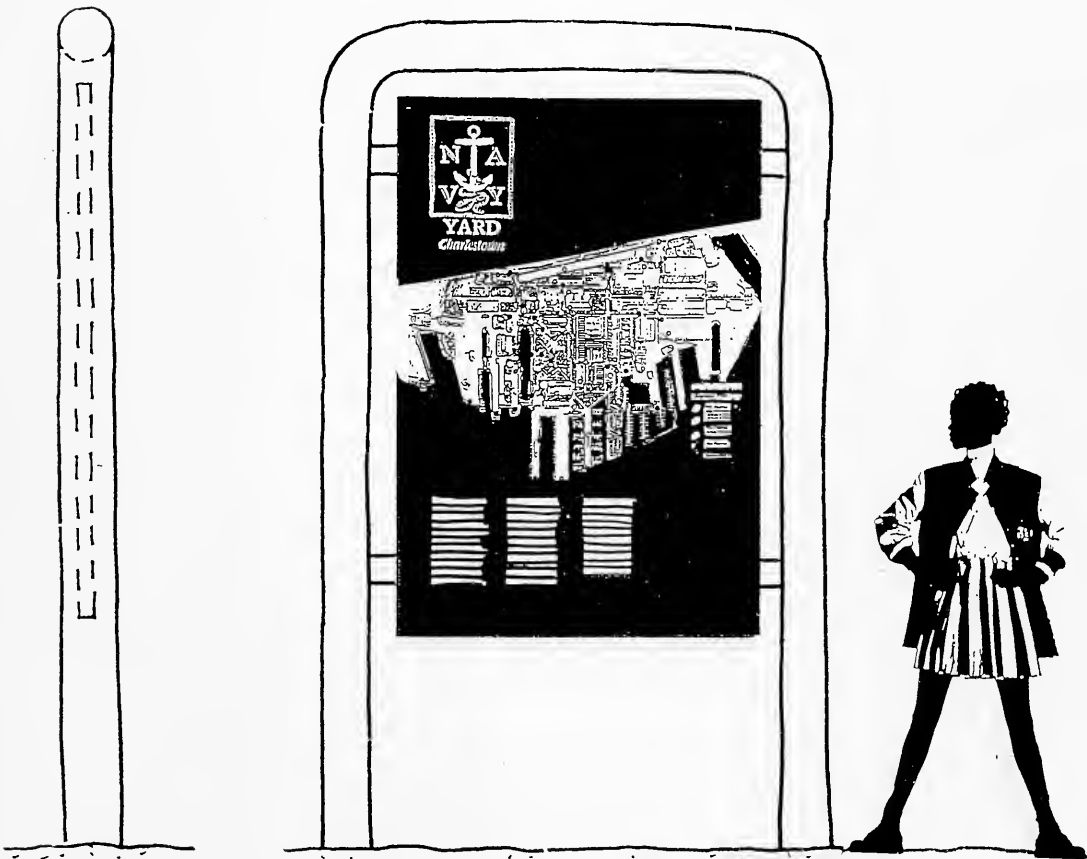
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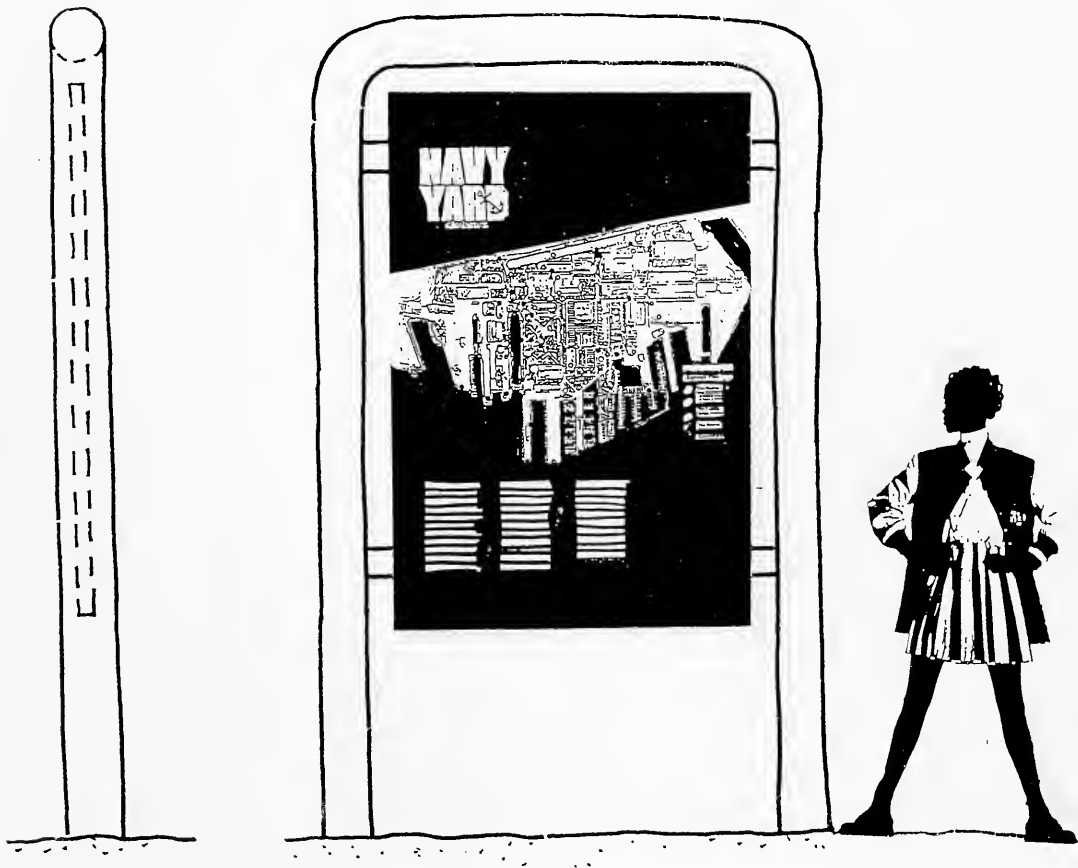
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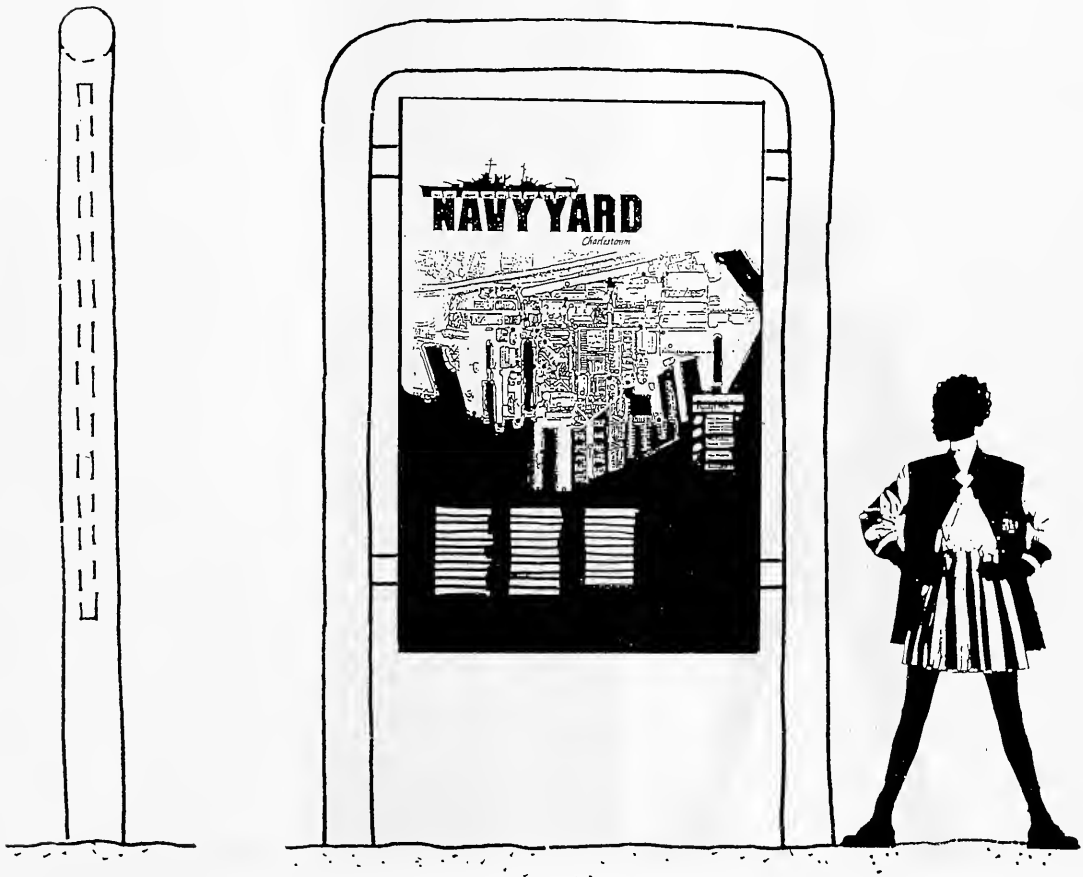
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Waterway Approach Markers



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Building Identification

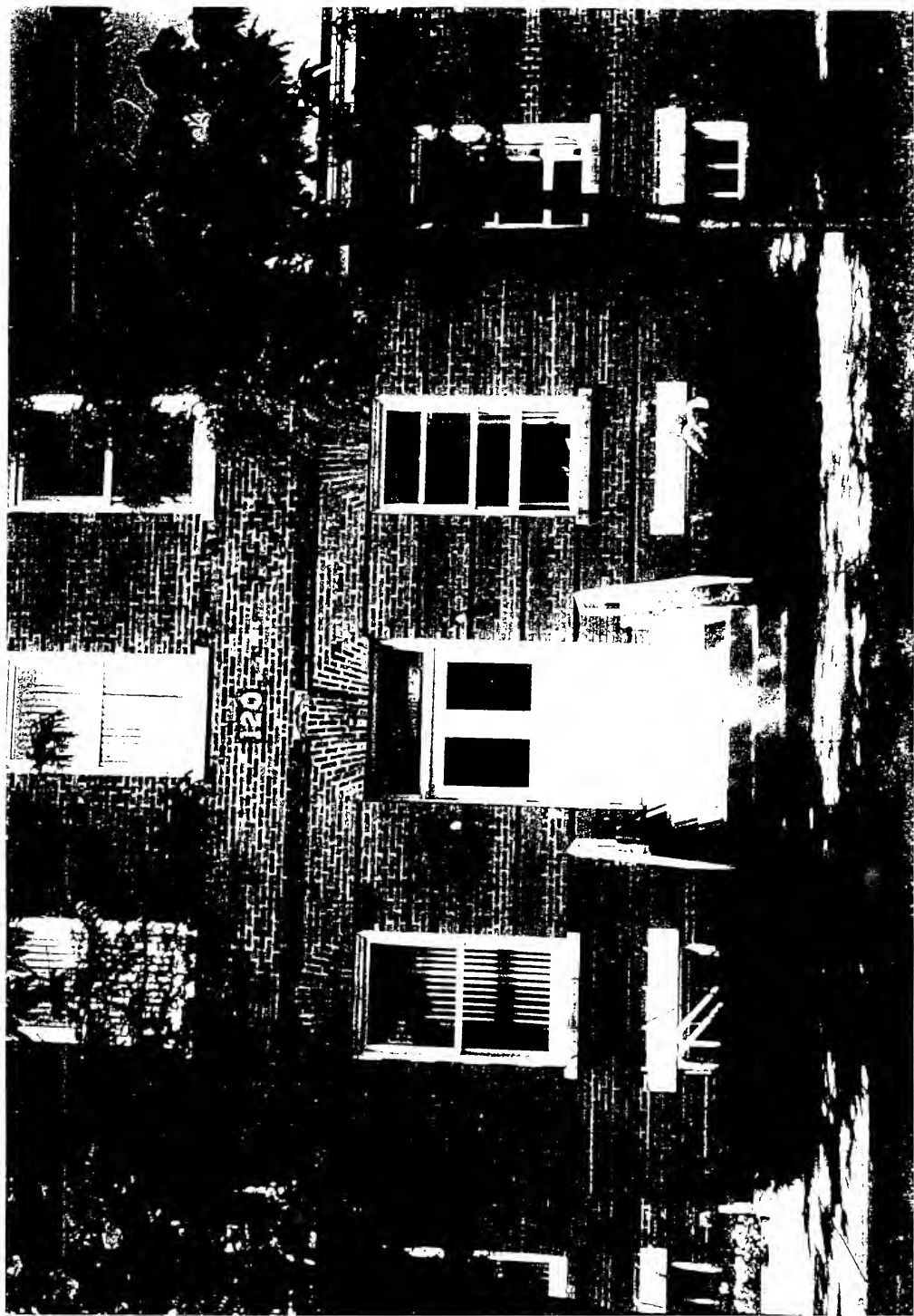
Building numbers should be repainted and restored to their original black and white graphic design.

Numbered buildings without this numerical information should be given it using existing sample buildings as a guide.

Buildings which are currently well established numerically should maintain the number as a primary means of identification. In this case, utilize street addresses, as necessary, on or adjacent to main entrance and exit doors only.

Description

Painted directly over existing location, type to be "Machine," white typography on a black background, with a 3/4" white border set in 3/4" on black background. Paint to be slow dry exterior, satin finish enamel.





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Street Name Signs

The street signs found on the corner of many Navy Yard buildings should be used as examples for future signs. Those which exist should remain. Where no building exists, and a freestanding street sign is erected, we advise a dark background with light-reflectorized type to closely match existing street signs on buildings. New street signs should be mounted on a black wrought iron pole, which is currently the site standard. A variance from the city may be required to change from the standard green background. It would be inappropriate to use green and still maintain the Navy Yard character.

KPA would recommend only one freestanding sign at each vehicular intersection.

Description

Use standard street blanks for pole signs with black or dark navy blue background and white reflectorized typography to match existing historic samples.

On buildings, use porcelain enamel replications of existing street name signs with white typography on black or dark navy background.



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Historic Markers

These markers interpret specific events or historic uses of Navy Yard sites and may include images related to their content.

Description

To communicate and have integrity and durability, the visual surface should be brass with raised letters, applied to the building or structure wherever possible. If there is a condition in which freestanding support is needed, the brass plaque should be affixed to a "U" shaped structure about 40" wide and 30" tall as shown below. The structure should be tubing, similar to nautical ventilators or large scale pipe in the "functional" vocabulary. The diameter and color should match that of existing light poles used throughout the site.

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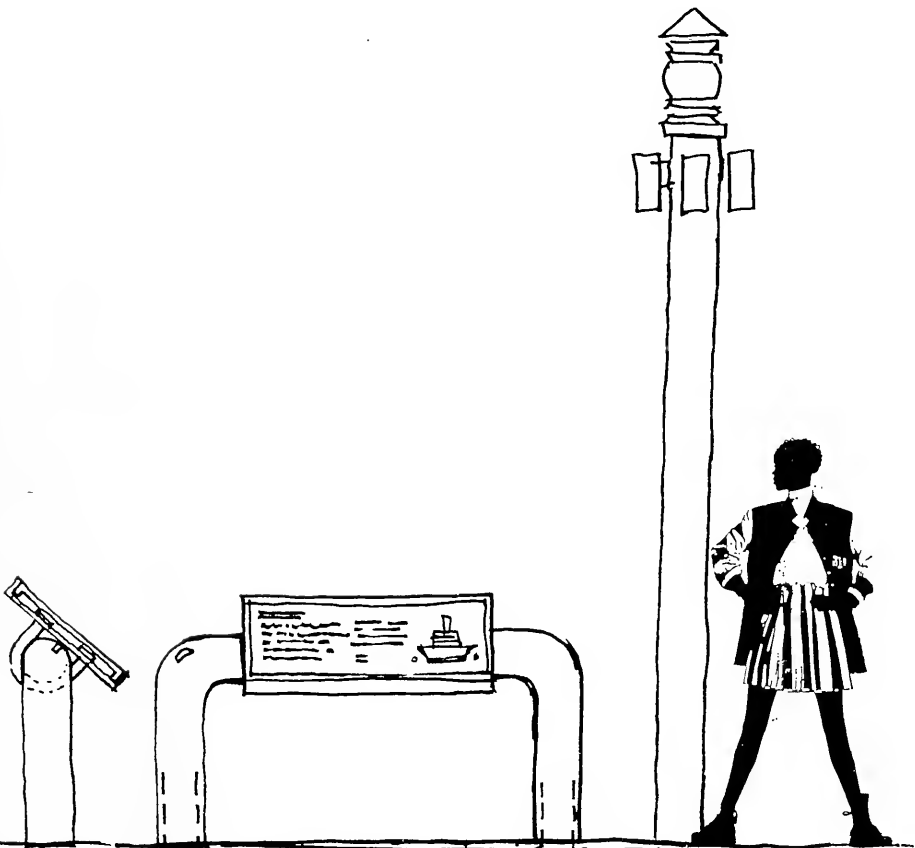
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Historic Markers



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Retail Identification Guidelines

Banners of solid color with specific logo-identifier of retailer to read reversed, white or light type on dark background. Placement of logo or graphic on bottom half of banner, both sides. Placement of banners to the left of facility entrance. All banners same color, size, and height, approximately 4'x7'. Black iron stabilizer poles top and bottom. To the right side of the door, a plaque, same color as banner, with retail identifier in white or light type on dark background placed at constant eye level for all facilities. All banners have consistent external lighting.

